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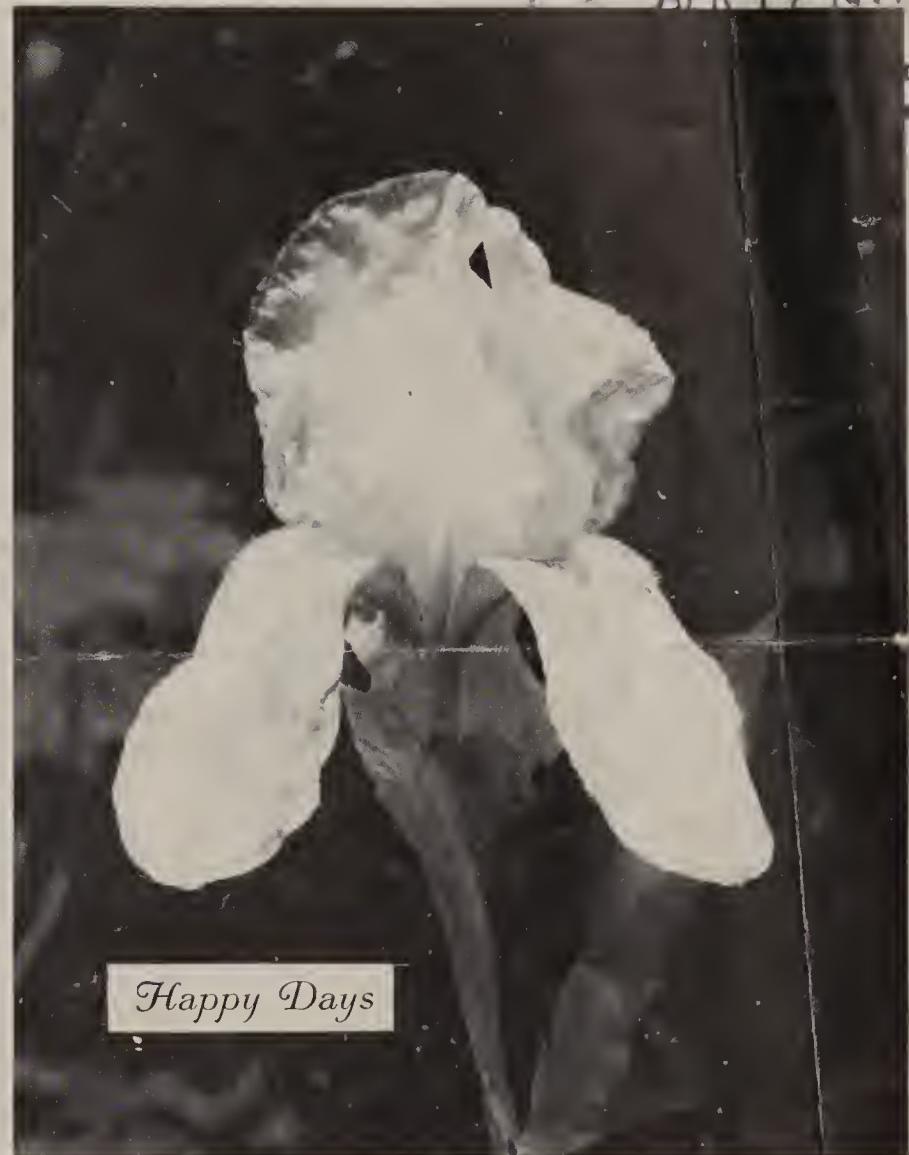
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IRIS NOTES

FROM

CARL SALBACH

657 WOODMONT AVENUE
BERKELEY • CALIFORNIA



APR 12 1937



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What Others Say About Salbach's Iris Introductions

Even more enthusiastic than we ourselves, our customers tell you that our Iris are "taking the country by storm." All quotations given below are in the exact words originally used, and although names are omitted, come from many of the best posted Iris authorities in the world.

ALTA CALIFORNIA

"It is one of, if not the most striking mass in the whole field of iris." — *California*.

"Alta California, next to California Gold, is the best yellow I have seen." — *East Coast*.

"Alta California is a stately beautiful yellow." — *California*.

"Alta California has made splendid growth, is a good bloomer, and is very satisfactory." — *New England*.

"This iris seems to have taken the country by storm." — *New England*.

A fine tall yellow iris. Grows tall and is well branched." — *California*.

"Alta California bloomed beautifully and showed big increase." — *California*.

BRUNHILDE

"My heart went out to Brunhilde — entrancing color and form — ample height — a creature made to stand stress and storm as was her namesake." — *Mid-West*.

"Markedly better than any other iris in the same class that I have ever seen." — *California*.

"Brunhilde was fine, a great goddess." — *Mid-West*.

CALIFORNIA GOLD

"California Gold was marvelous — only one stalk, but everyone walked right to it!" — *New England*.

"Two super irises in my opinion: Happy Days and California Gold. These spectacular yellows certainly leave little to be desired in this color classification. The brilliance, size, and height of California Gold, and the all-around perfection of Happy Days are almost Utopian." — *California*.

"California Gold was one of the very loveliest yellow iris in my garden." — *East Coast*.

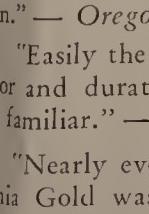
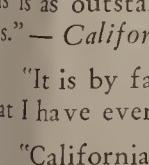
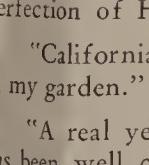
"A real yellow iris. Deeper yellow than Happy Days and has been well classified as a brass yellow. In my opinion, this iris is as outstanding as Happy Days. I think it a very fine iris." — *California*.

"It is by far the darkest clear golden yellow tall bearded iris that I have ever seen." — *East Coast*.

"California Gold . . . caught general notice and admiration." — *Oregon*.

"Easily the outstanding iris in our collection. Brilliance of color and duration of bloom surpasses anything with which I am familiar." — *California*.

"Nearly everyone in my garden this year agreed that California Gold was the most outstanding iris in my garden." — *East Coast*.



DARK KNIGHT

"A dream of dusky smoothness and loveliness." — *Mid-West*.

"It stands out because it is so definitely a dark iris, yet remains bright and showy." — *California*.

"Also very fine, and I appreciated it especially because it bloomed later than the other iris." — *East Coast*.



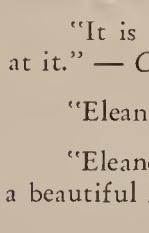
ELEANOR BLUE

"Of exquisite finish and a blue which is distinct and charming." — *California*.



"I particularly like Eleanor Blue. . . . Eleanor Blue, likewise not expensive when introduced, is most unusual, and is admired generally by visitors." — *East Coast*.

"Eleanor Blue was charming." — *Mid-West*.



"It is an iris that you will like better each time you look at it." — *California*.

"Eleanor Blue was very fine." — *New England*.

"Eleanor Blue . . . created much favorable comment. It is a beautiful iris." — *New England*.

HAPPY DAYS

"It was more admired than any variety in my garden. Cutting it as I could in every particular, it rated high in the 90's." — *East Coast*.

"It sent up a fine blooming stalk with two new puppies besides. When the flower bloomed in all its glory it was by far the richest and proudest in the garden . . . a pure yellow. A sight to behold." — *Washington (State)*.

"This flower marks one of the great steps in iris achievement." — *California*.

"Happy Days, which I got from you last year, bloomed on a 38 inch stalk and had none of the flecks of one of its parents. I was thoroughly delighted with it." — *New England*.

"Happy Days comes between California Gold and Lady Paramount in the color range. The striking thing about Happy Days is the huge flowers, which will compare with El Capitan. You can see the influence of W. R. Dykes in the flower, but not any of the so-called objectionable features, such as specking—a quality that I do not dislike in Dykes. The finest yellow iris of the deeper tints I have seen today is the way I would describe Happy Days. . . . Happy Days and California Gold to me show the greatest single advancement in the search for good tall yellows." — *East Coast*.

"We think Happy Days very lovely and it bloomed beautifully." — *California*.

"Fine color and substance. Early and prolific." — *California*.

"Happy Days its first year gives us a big clump, and sent up one early stalk of full height carrying seven blossoms, several open at one time." — *Oregon*.

"You may be interested to know that Happy Days is a star performer and is now in beautiful bloom, as large as El Capitan." — *Central States*.

NATIVIDAD

"I consider Natividad one of my outstanding irises in point of length of bloom, branching habit, and increase, not to mention its color value in the iris garden. Without question, it has always been one of the most admired of some two hundred and fifty varieties which I have in my garden. Its special feature, I feel, is the warm yellow glow at the base of the standards which brightens the creaminess of the flower.

I have often remarked to garden visitors that Natividad, as well as Purissima, are almost a necessity in group plantings as well as specimens by themselves. Both of these irises 'wear well'." — *California*.

"This year Natividad was my delight." — *Oregon*.

"Natividad was wonderful." — *New England*.

"Natividad was beautiful this year." — *Italy*.

"I don't think I had a much better iris in the garden than Natividad. It is magnificent, and I am surprised that I haven't heard more about how good it is." — *East Coast*.

"Natividad combines purity, gracefulness, and brightness in a manner that I have never seen in any other iris." — *California*.

NEON

"I saw it in fine form . . . and liked it. I rated it . . . 'A'." — *New England*.

"An outstanding, colorful iris. I have seen many seedlings of similar color, but none I thought as good." — *California*.

"Neon was wonderful and everyone admired it." — *New England*.

"Neon . . . to my opinion is the most outstanding of the newer iris." — *California*.

"Neon, a well named iris, is a real 'find'. On tall, well branched stalks laden with blossoms, the bright red falls and glowing bronze standards combine to form a most outstanding and admired iris." — *California*.

"Neon was the center of the stage this year. . . . It was wonderful." — *New England*.

"Neon, a glowing accent to any garden—tall, well branched, and enduring in storm and wind . . . and with its unquestioned hardiness an acquisition for California." — *Mid-West*.

PINK JEWEL

"Your Pink Jewel was the best pink in the garden — many blooms, length of blooming season, and comes up smiling after a shower. Strong stems. I have Dog Rose, Pink Satin, Imperial Blush, Pink Opal, Mrs. Marion Cran, Frieda Mohr, Ethelwynn Dubuar, and Trost-ringer, so I've had a good chance to watch the blooming habits of them all. The blooms on my Pink Jewel were large size." — *Mid-West*. Note: Pink Jewel was introduced at \$2.50 each.

"Pink Jewel was fine in our warm climate and kept its color until the last flower had gone. I liked it so well I bought more." — *California*.

"Makes a charming clump." — *New England*.

"Pink Jewel . . . is quite the prettiest of its colour I have seen, and so free flowering." — *Italy*.

"Bronze Beacon and Pink Jewel are very beautiful and delightful." — *Germany*.

"I hesitate to call any iris 'pink' with no qualifying remarks, but this one comes mighty close, particularly under artificial light." — *California*.

Note: Pink Jewel is sold out for the season.

RUBEO

"Rubeo is my favorite of all irises. It is a prolific bloomer, multiplies rapidly, had magnificent color and texture and most vigorous stems. No other red can touch it." — *California*.

"The best red bloom in my garden as yet." — *East Coast*.

"Rubeo and Bronze Beacon had many very tall stalks of bright warm colored blossoms." — *Oregon*.

"I particularly liked . . . Rubeo. Ronda and Rubeo from the West Coast are two of the best I have had in this color." — *East Coast*.

"Rubeo . . . was wonderful." — *New England*.

SUNOL

"Sunol was my pride and joy. A grand stalk 32 inches. Straight, well branched, strong and a beautiful bronzy blend that stays in bloom well and stands rain and wind." — *Mid-West*.

"Sunol was a tall mass of blossoms and I wondered constantly why you gave it lower rank." — *Oregon*.

"Sunol bloomed a few days before California Gold and I was thoroughly delighted with it. . . . Of the blends, I like Sunol as well as any." — *East Coast*.

"Sunol was outstanding as I saw it this season for the first time — a real 'must-have' blend." — *East Coast*.

NOT A "SPECIAL" . . . but day in, day



OUR STOCK

Ideally grown for our climate and location, our stock produces the healthiest, most responsive rhizomes possible. Our gently sloping hillside location gives us the fine drainage that makes firm, hardy rhizomes; and our climate adds to your assurance of vigorous stock — for the mild winter and early spring give our plants a healthy growth early in the season, and the fact that we have no summer rains matures our rhizomes perfectly — ready to withstand the rigors of the more severe climates.

NEW INTRODUCTIONS

First, our talent — Sydney B. Mitchell, we believe, is entitled to a clear first place as "dean" of iris hybridists at this writing. Carl Salbach, with long experience as a dahlia and gladiolus hybridiser, is "just starting" although his striking introductions of 1934 are among the country's highest ranking new introductions. (Watch for his "new shade, bright red" and "giant pink" sensations, planned for 1937 release.) In addition, we are marketing the productions of Stafford Jory, whose Grace Mohr and Spring Cloud are most sensational first introductions. **Second** — Our ability to eliminate and discard all but the very best seedlings. Those of you who have seen Sydney Mitchell or ourselves checking over seedlings know how "hard-boiled" and super-critical we are with our own "children"; and in addition, our season is so early that we are afforded an extra, last-minute, check-up on our introductions just before the catalog goes to press. **Third** — As noted in our catalog, our new varieties are generally introduced at approximately five to fifteen dollars less per rhizome than if they were the property of other



ut, we offer the largest Iris value that your money can buy.

growers. The confidence in, and the popularity of, our new introductions is shown by the fact that Grace Mohr and Taos are sellouts; Naranja nearly so; and California Gold and Happy Days were sold out their respective years of introduction.

OTHER NEW VARIETIES

Our slogan, "If we list it, it's good", is your guarantee that the new iris we list are worth the price. We receive yearly reports from many iris experts, but we catalog no variety until we ourselves have seen it bloom and are willing to give it our recommendation. Each year we quietly discard new \$10.00, \$15.00, and \$20.00 iris rather than pass our disappointments along to our customers. Because of this policy, we make no attempt to offer the greatest number of varieties, but we do take pride in the fact that almost without exception, we offer a complete listing of the real "leaders".

NATURAL COLOR

The representations in our catalog are the most accurate iris reproductions we know of. Despite the additional cost, we have chosen color engravers experienced in flower work and generally recognized as the best in this line. The blooms are photographed in natural colors from which the plates are engraved. They are then compared and corrected to the blooming flowers. We believe that our color plates are the finest, most exact of any in America, equalled only by the petunia plates of Richard Diener, and a new series put out by the Bodger Seeds, Inc. Both of these are done by the engraving firm that does our work.



"Your productions have made me foolish on the subject of irises." — *Oregon*.

"Monday I visited the gardens of . . . and saw there, in bloom, Brunhilde, Dark Knight, Happy Days, Neon, and Rubeo. I want to congratulate you on the production of such outstanding iris." — *Mid-West*.

"China Rose was outstanding in color and bloomed well the first year." — *California*.

"I liked it (China Rose) very much indeed." — *East Coast*.

"Tioga was excellent this year." — *East Coast*.

"Stately and indispensable." — *Mid-West*, speaking of Spring Cloud.

"I was much impressed with a white plicata seedling." — *Mid-West* of Spring Cloud.

"Out of one rhizome purchased from you last year, we had five blooms and sixteen other large rhizomes." — *California*.